

MONTANA UPDATE

Montana Department of Commerce

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Winners Enjoy Water, Wildlife and the West

As school approaches, one thinks of the three "R's." However, the Mott family from California will focus on the three "W's" of Montana before school starts—the Water, the Wildlife and the West, all because Kimberly Mott won the 8th Annual Montana Kids' Sweepstakes.

This internet-driven campaign strives to reach some of the most powerful family trip influencers: children (and their parents), according to the Katy Peterson, Consumer Marketing Manager for Travel Montana. The promotion featured a "Montana Kids Treasure Hunt" on www.montanakids.com, requiring entrants to complete four multiple choice questions about Montana. A Grand Prize winner was chosen from the pool of daily winners. The Grand Prize was an all-expenses paid trip to Montana for a family of four from a variety of generous sponsors. This year, the focus of the 7-day/6-night trip includes activities, attractions and accommodations in Billings, Red Lodge and the Beartooth Highway, Yellowstone National Park, West Yellowstone, Virginia and Nevada Cities and Bozeman.

New this year was the partnership using "Made in Montana" products which were distributed as the daily prizes. Daily winners received a Falcon Press book, postcards and games, as well as Sweet Palace candy, Cream of the West cereal and a variety of donated Montana items.

The Grand Prize includes a rafting trip and the geysers of Yellowstone National Park (water); passes to the Beartooth Nature Center, ZooMontana, and the Grizzly Discovery Center and Wolf Preserve (wildlife) and multiple horseback rides and stays at a ranch and in Nevada City (west). Additionally, the trip includes visits to



Lewis & Clark Caverns and Museum of the Rockies, gold panning and a Thrifty car rental.

The Mott's are "thrilled" at the chance to explore Montana this month. In fact, they are extending their trip to include northwest Montana and Glacier National Park on their own. They enjoy hiking, camping and "anything" active and are looking forward to spending their time in Montana.

Thank you to all of the partners who assisted in this great promotion. The Mott's family itinerary and a complete list of the sponsors are posted on www.montanakids.com. Next year, this "wonderful" promotion will feature Glacier National Park and northern Montana. For more information on sweepstakes opportunities, please contact Katy Peterson at kapeterson@mt.gov.



Montana Magazine Weekender Series Online

Travel Montana's electronic marketing staff has teamed with *Montana Magazine* to offer new web content via the Weekender Series on VisitMT.com. Information Systems and e-Marketing Manager, Corrie Hahn views the partnership as mutually beneficial. "We get great content, *Montana Magazine* gets links and exposure and our consumers are introduced to communities they might not have otherwise considered for their travel plans. It's a valuable public-private partnership, similar to what we have

done with Falcon Press and Adventure Cycling," states Hahn.

Currently, one city from each region is featured with more to be added in the future. The series is accessible via the Features & Extras page at www.visitmt.com/virtualvisitor.

New Display Case Program Enhances VICs

Craftspeople and artists are encouraged to take advantage of Travel Montana's Display Case Program. Display cases are located at Montana's gateway visitor information centers (VICs) and the program is designed as a destination-marketing tool, showcasing "Made in Montana" or "Montana's Choice" products.

Display case materials are to focus on promoting tourism and local and regionally produced products and services. Materials considered for the program must contain subject matter relating to "Made in Montana" or "Montana's Choice" products; recreation; scenic areas; historic and cultural sites; the arts, including museums; and/or city, county, state and national parks.

For more information on how to participate in the program, contact Carol Crockett at 406-841-2796 or ccrockett@mt.gov.

Trade Show Assistance Awards

Travel Montana announces the first recipients of the Meetings and Conventions Program Trade Show Assistance Awards. The Billings CVB and the Great Falls CVB will receive 50% reimbursement for their

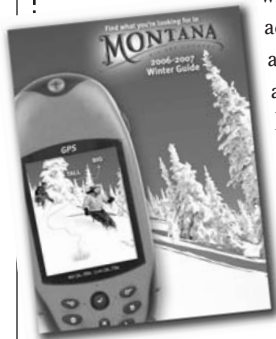
booth expenses at upcoming shows. The Billings CVB will be attending the National Association of Sports Commission's Sports Event Symposium in Dallas, TX next April and the Great Falls CVB will be attending Affordable Meetings West in San Jose, CA next June.

"Travel Montana is pleased to have the opportunity to assist these Convention and Visitors Bureaus in bringing meetings to Montana" states Marlee Iverson who oversees the program for Travel Montana. "The Trade Show Assistance Program was formed to allow recognized Regions and CVBs to apply for 50% reimbursement of expenses for exhibiting at Meeting and Conventions trade shows. Our hope is that the areas will partner with local suppliers to bring more of this type of business to Montana."

For more information about this program you can contact Marlee at 406-841-2895 or miverson@mt.gov.

Winter Guides Available

Hot off the press is the new 2006-2007 Montana Winter Guide. The guide focuses on winter recreation—the activities, attractions and accommodations that abound throughout Montana's winter wonderland. This year, a new layout incorporates the colorful GPS creative seen in recent advertising campaigns and publications.



Also available is the Winter Calendar of Events, focusing on Montana events from October 2006-April 2007.

If you are interested in these or other publications, please call 406-841-2870. To bring the feeling of winter closer to your desk, visit Travel Montana's winter websites: www.wintermt.com and www.skimt.com.

Reminder to Businesses

If you haven't done so already, please return the survey that was mailed to you in June in order to update your business information on www.visitmt.com. Returning the survey also insures that you will receive your free line listing in the upcoming 2007-2008 Vacation Planner. While the deadline to return the survey is August 1, Travel Montana will still accept your late survey for website updates. Make any corrections, sign and return the surveys to: Surveys, Travel Montana, P.O. Box 200533, Helena, MT 59620-0533 or fax to 406-841-2871.

For businesses who reserved advertising space in the Planner, the deadline for sending ad materials is September 1, 2006. For more information, contact Bev Clancey at 406-841-2898 or bclancey@mt.gov.

New Faces

The Montana Promotion Division welcomes two individuals to its staff this summer: Alicia Torgerson and Brooke Morrow. Alicia, a recent Media Communications graduate of Bethel University in St. Paul, MN, is assisting the Montana Film Office in updating website

information, assisting with location photo presentations and researching information for specific requests, as well as taking on general office responsibilities. A Montana native, Alicia is interested in literature and photography as well as Montana's great outdoors. Brooke, a senior in Electronic Media at Northern Arizona University in Flagstaff, AZ, will be involved with various marketing projects including updating the intranet site, www.travelmontana.org, coordinating sweepstake itineraries and providing assistance with a variety of consumer marketing projects. Brooke also enjoys hiking and fishing opportunities in Big Sky Country.



Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events:

August

- 1 Deadline for TIIP Grants
Deadline for Vacation Planner Survey
- 29 Tourism Partner Panel, Helena, MT

September

- 1 Deadline for Vacation Planner ad materials
- 4 MPD Offices closed for Labor Day
- 8-13 Popular Photography Mentor Series Workshop, West Yellowstone, MT
- 12-13 Travel Leadership Summit, Washington D.C.

For all of the latest Montana tourism industry information log on to:
travelmontana.mt.gov



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